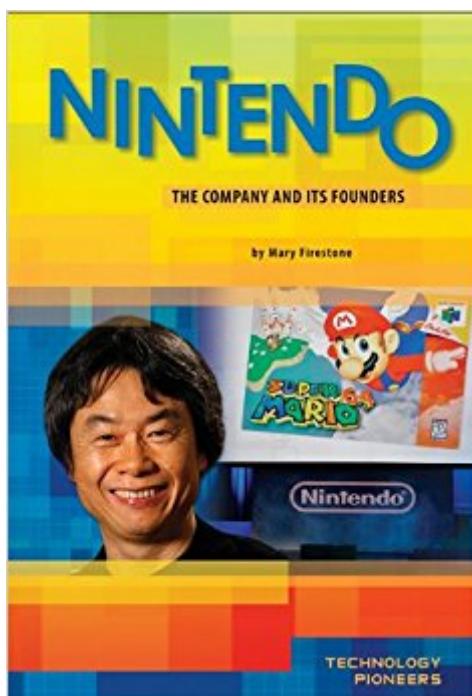


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# Nintendo: The Company And Its Founders (Technology Pioneers)



## Synopsis

This title examines the remarkable lives of Fusajiro Yamauchi and his grandson Hiroshi Yamauchi and their work building the groundbreaking company Nintendo. Readers will learn about the Yamauchis' backgrounds and education, as well as their early careers. Also covered is a look at how Nintendo operates, other key employees, and issues the company faces, such as developing new gaming software, facing competition, and expanding into global markets. Color photos, detailed maps, and informative sidebars accompany easy-to-read, compelling text. Features include a timeline, facts, additional resources, web sites, a glossary, a bibliography, and an index. Technology Pioneers is a series in Essential Library, an imprint of ABDO Publishing Company.

## Book Information

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## Customer Reviews

It is very entertaining and educational.

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